

CLAIMS

1. A system for linking at least two multimedia terminals (11, 12) connected to each other via a landline or cellular network (10), said system including an
5 application server (13) connected to a storage memory (14), said system being characterized in that said memory (14) contains multimedia contents that may be chosen by a calling person, and said server (13) comprises:
 - means for managing entities of the network (10) in
10 order to synchronize the signaling of a call between a calling person's terminal (11) and a called person's terminal (12) with a multimedia content (15) chosen by said calling person; and
 - means for adapting the multimedia content (15) to
15 the capabilities of the called party's terminal (12).
2. A method of linking at least two multimedia terminals (11, 12) connected to each other via a landline or cellular network (10), characterized in that, before a
20 call from a calling person's terminal (11) to a called person's terminal (12), the calling person chooses a multimedia content (15) to be sent to the called person's terminal (12), and said multimedia content (15) is received by the called person's terminal (12)
25 synchronously with the reception of the signaling of the call.
3. A method according to claim 2, wherein the multimedia content (15) is chosen from one or more media.
30
4. A method according to claim 2, wherein the called person personalizes the display on the receiving terminal (12) by using a multimedia content.
- 35 5. A method according to claim 4, wherein the multimedia content (15) sent by the calling person and the multimedia content resulting from personalization by the

called person shares the display of the called person's terminal (12).

- 5 6. A method according to claim 4, wherein the multimedia content (15) sent by the calling person and the multimedia content resulting from personalization by the called person appears in succession on the display of the called person's terminal (12).
- 10 7. A method according to claim 2, wherein reception of signaling by the called person's terminal is announced by a ringtone or by the terminal vibrating.
- 15 8. A method according to claim 2, wherein, by default, the multimedia content (15) then remains displayed on the called party's terminal (12) throughout the call, the called party being able to delete or save that content (15) at any time during the call.
- 20 9. A method according to claim 2, wherein the multimedia content disappears from the display of the called party's terminal (12) when the call terminates, at which time the called party can save it.
- 25 10. A method according to claim 2, wherein, if the called party does not answer, the call and the multimedia content (15) are stored in the called party's voicemail and appear when the voicemail is consulted.
- 30 11. A method according to claim 2, wherein, if the called party does not answer and is in the network coverage area, the called party's terminal stores the multimedia content in the call log.
- 35 12. A method according to claim 2, wherein the calling person associates a multimedia content (15) with at least

one contact by means of a process known as default personalization.

13. A method according to claim 2, wherein the calling
5 person chooses a multimedia content (15) as a function of
the called person and the situation by means of a process
known as one-off personalization.